

Big Blaze in Shopping District in Which Four Men Were Injured



WEST 23RD ST. FIRE

FIREMEN IN PERIL AS GAS EXPLODES IN BURNING STORE

Three Dragged Unconscious
From Cellar—Inspector
Falls and Cuts Head.

Four men—three firemen and a civilian—were taken to New York Hospital this morning from a fire which cleaned out the five-story building at No. 22 West Twenty-third street, with a property loss of approximately \$100,000 and which threatened for a while to involve a number of buildings in the heart of the downtown shopping district.

The patrolman on post saw the glare of the blaze through the sidewalk grating about 4 o'clock. Starting presumably from defective insulation, the fire had evidently been smoldering for some time in the sub-cellar.

An alarm brought the survivors of Engine Company No. 11 under Deputy Chief "Smoky" Joe Martin. These men had just finished a hard all-night fight

with a stubborn blaze around at No. 22 West Twenty-third street. Three of them had been sent to a hospital, and all of them were wringing wet and dead tired. Nevertheless the exhausted and cut down crew proceeded to give a good account of themselves.

The fire was making rapid headway. The first floor was occupied by Dempsey & Carroll, stationery dealers, and their show rooms and stock rooms were piled to the ceiling with Christmas goods.

Before the firemen got the blaze under control it had burned out the interior of the building to the third floor, and from there up to the roof everything inside had been ruined by smoke and water. The second floor was vacant, the third was occupied by the Woman's



Makes Hot & Cold Meats Tasty.
Fine Salad Dressing by adding vinegar.
At Delicatessen & Grocery Stores.
10 CENTS. Spoon with each bottle.

Lunch Club, the fourth by a coroner's inquest and the fifth by a photography firm.

Casualties began to happen after the fire was in hand. Lieut. Bechtold was leading a squad of Company 11's men down the back basement stairs when a six-inch gas main exploded. All the men except Bechtold dropped stunned. Bechtold dragged out three men—Charles Lang, Edward Minch and Edwin Hecker—all senseless and half dead from inhaling smoke. They were taken away by ambulance surgeons. None of them was fatally hurt.

Martin sent to the Consolidated Gas Company for an emergency crew to shut off the gas, as pipes were still bursting all through the lower part of the building. The man in charge of the emergency wagon, Richard Slapley of No. 200 Willow avenue, Hoboken, fell on a patch of ice and split his scalp open. He was sent to the hospital also.

DODGE 'ESTATE' WORTHLESS.

General's \$500,000 for Charity Has Only Conditional Future Value.

Although his will left \$500,000 to charities, Gen. Charles Cleveland Dodge, who died in November, left an estate that is practically worthless, according to Henry W. Jessup, counsel for Charles S. Dodge, son of the noted soldier and publisher.

Mr. Jessup asked surrogate Thomas today to construe the will, which provides that securities in the Cape Cod Canal owned by Gen. Dodge be held in trust and the income be applied to charitable and religious organizations mentioned.

"The Cape Cod securities are merely in the nature of a promoter's contract entitling the estate to \$500,000 if the canal company should be reorganized in a certain way," said Mr. Jessup. Decision was reserved.

SCOTT'S EMULSION



is the best source of body-warmth. It's the match that starts the regular fuel burning.

Just a little improves the appetite; a little more warms, builds up and strengthens the whole body.

Thousands and thousands of little babies, boys and girls, men and women, are taking it to keep out the cold, to keep up the body-warmth and to keep the doors closed against Grippe, Pneumonia, Rheumatism and Consumption.

It contains no alcohol, no drug or other harmful ingredient; it is known the world over by the mark of quality—The Fisherman.

ALL DRUGGISTS SELL
SCOTT'S EMULSION

Arnold, Constable & Co.

SATURDAY, DECEMBER 10TH

For Misses and Small Women

DRESSES of Crope de Chine, Messaline and Chiffon. 27.50
Suitable for day or evening wear, 12.50
CHILDREN'S CHINCHILLA COATS—Special quality, 12.50

FOR HOLIDAY GIFTS

SELECT ASSORTMENTS OF
REAL LACE AND LINEN HANDKERCHIEFS, REAL LACE NECKWEAR,
GLOVES, UMBRELLAS, SILK HOSIERY, TABLE LINENS, IMPORTED
LEATHER NOVELTIES, FINE FUR COATS, MUFFS AND NECK
PIECES, MEN'S FURNISHINGS.

ORIENTAL RUGS

Broadway & 19th Street.

SALE EXTRA
TO-MORROW

Women's
and Misses'
Beautiful Coats



A Great & Mighty
Clearance Sale
Including
3,000
Girls' Coats
(Sizes, 6 to 12 Years)
2.50
\$3.75
\$5.00
For \$5 to \$10 Coats
All made of the very best quality, heavy winter weight, all wool materials in every fashionable color in hundreds of the season's most beautiful styles.

SALE EXTRA
TO-MORROW

Misses'
and Women's
Stunning Suits



5.75 9.75 12.50 15.00 7.50 9.95 12.75 15.00

The great variety of styles is second to none, and the prices for equally beautiful garments have never been anywhere like as low. Everything in the latest models from the finely tailored plain, mannish coat of richest black cloth to those beautiful mixtures and fancy cloth effects.

Suits that are made by the experts of the trade—designed and tailored by masters of their art—and we show it in every detail, as it should be. The chic and cleverness is apparent at a glance—and notwithstanding that they are suits of the highest class, the prices are inimitably "JACKSON'S."

Lambert Customers Strong Proof of Confidence

The Christmas-present-buying crowds seen daily at Lamberts prove confidence. They would not come to us year after year, as the third generation of them is doing, for all their diamond and gold jewelry, gold and silver watches and silverware unless they believed:

That we practically know jewelry as it can be known only by men who have worked at the bench. Believing this, our ever-widening circle of customers relies on our judgment.

That our low prices are genuine and our

reputation a strong protector against misrepresentation. We will not have a disappointed customer if fair treatment, first-grade Diamond and Gold Jewelry, Watches, etc., sincerity and rock-bottom prices can prevent it.

Only a few articles are illustrated here. For Pictures and Descriptions of Thousands of Others See the Lambert Catalog, Edition of 1911. Sent Free to Any Address.

There is still room in our fast-filling vaults for your Christmas Jewelry. Choose it now; call for it and pay at your convenience.

Christmas Watches for Ladies

These four watches for ladies give an idea of the variety of the Lambert stock. But they have in common with each other a guaranteed quality so well known that whoever wears a watch from Lamberts most heartily recommends us to her friends. Thus the sales of our watches increase by reason of WHAT WE DO and WHAT OTHER PEOPLE SAY.

A Lady's solid 14-karat Gold Watch, handsomely engraved hunting case, Hampden or Lambert movement; a good, reliable watch \$18.00

Hand engraved, solid 14-karat gold hunting case; new lattice-work design, with a dependable Hampden or Lambert movement. Very popular Christmas Watch \$22.50

Finely made and highly polished, solid 14-karat gold hunting case, with handsome monogram in variety of styles; Waltham, Elgin or Lambert works; very fashionable \$27.50

No charge for engraving monograms.

Heavy solid 14-karat gold case; hand-carved scroll design, unusual beauty; high-grade Waltham, Elgin or Lambert works; lasts for a lifetime \$35.00

Lambert Christmas Brooches

No matter if she did get a solid gold brooch two Christmases ago, she would thank somebody heartily for one of the hundreds, all in new designs and made for everyday use in our store.

Diamonds are firmly set, but not a ray of their brilliancy is hidden.

Dainty Flower Brooch, 14-karat gold, 3 pearls, rose finish; fine gift at a modest price \$5.00

Pearl Paved Brooch, with fine diamond centre, strongly made of solid 14-karat gold, with safety catch and ring for neck chain; a most attractive holiday remembrance, only \$35.00

Magnificent diamond brooch with pendant attachment; nine diamonds of finest quality, securely mounted in the popular knife edge design; can be worn as a pendant; a gift fit for a queen. Price \$600.00

Medallion Ablaze with Diamonds.

Exquisitely fashioned medallion; thirty-three fine diamonds, mounted in platinum, with the largest seven loosely suspended for swinging effect; chain is delicate but strong \$265.00

Wedding-Ring Confidence

14-karat... \$3.30
18-karat... \$4.40
22-karat... \$5.25
14-karat... \$4.40
18-karat... \$5.50
22-karat... \$7.00

Our work at confidence builders began when we started to make solid gold. Seamless Wedding Rings so strong and durable that men who bought and women who wore them believed that everything else in the Lambert store must be of equal quality. They were right. No better wedding rings than ours are made. Prices \$3.30 to \$25.00.

Faith in Our Diamonds

To show how thoroughly we ourselves believe in the future of every diamond we sell we make this offer: To whomsoever buys one of the solitaires illustrated below, and wishes within a year to exchange the diamond for a larger one, we will allow the full purchase price. You need pay only the difference between the full price of the diamond previously bought and the one you wish to buy.

Brilliant diamond of good size and fine cutting; securely mounted in 14-karat gold, \$25.00.

Sparkling gem of perfect shape and color; highly polished mounting of solid 14-karat gold; engraving free, \$50.00.

Dazzlingly brilliant diamond of fine quality, securely set in hand-made mounting; direct importation makes the price but \$75.00.

Beautiful diamond of incomparable brilliancy; artistic mounting of 18-karat gold; light but strong; space for initials inside; \$100.00.

Prices of other diamond solitaires, \$10 to \$1,500.

The Lambert Christmas Bulletin

Solid Gold Jewelry.

Watch Chains for men... \$7.00 up
Watch Chains for ladies... 9.00 up
Bracelets... 4.50 up
Lorgnettes and Lorgnons... 17.50 up
Handy Pins, a pair... 1.00 up
Festoons... 12.00 up
La Vallieres... 2.75 up
Hatpins... 1.50 up
Locketts... 3.00 up
Neck-Chains... 2.25 up
Scarf Pins... 1.00 up
Chain Fobs... 9.50 up
Ribbon Fobs... 4.00 up
Brooches... 1.75 up
Sleeve Links, a pair... 1.50 up
Good Luck Tokens... 1.25 up
Crosses... 1.75 up
Fraternity Charms... 3.50 up
Bead Necklaces... 6.75 up

Diamond Jewelry.

Locketts... \$5.00 up
Bracelets... 12.00 up
Brooches... 7.50 up
La Vallieres... 11.25 up
Hatpins... 11.75 up
Fobs... 10.00 up
Watch Chains... 16.50 up
Festoons... 15.75 up
Medallions... 125.00 up
Horseshoes... 25.00 up
Scarf Pins... 4.50 up
Car Cutters... 12.75 up

Rings.

Seamless Wedding... \$3.30 up
Solitaire Diamond... 10.00 up
Diamond Twin and Hoop... 25.00 up
Diamond Cluster... 25.00 up
Diamond Rings for men... 10.00 up
Diamond Fancy for men... 27.50 up
Solid Gold Signet... 2.50 up
Solid Gold Snake... 4.50 up
Fancy Stone... 2.00 up
Initial and Fraternity... 9.00 up
Ladies' Semi-Precious... 3.00 up
Ladies' Fancy Cluster... 3.50 up
Children's... .75 up
Birth Month... 1.90 up

Watches.

Ladies' Solid Gold... \$7.50 up
Ladies' Gold Filled... 10.00 up
Ladies' Sterling Silver... 3.50 up
Men's Solid Gold... 25.00 up
Men's Gold Filled... 10.00 up
Men's Silver... 6.75 up
Men's Silver Watches... 5.00 up

Sterling Silver.

Sterling Toilet Articles... \$1.00 up
Sterling Toilet Sets... 12.40 up
Sterling Manicure Sets... 5.35 up
Sterling Mesh Purses... 4.80 up
Sterling Mesh Bags... 16.75 up
Sterling Purses... 9.45 up
Sterling Match Boxes... 1.35 up
Sterling Novelties... 1.00 up
Sterling Belt Buckles... 2.45 up
Sterling Wreaths... 3.50 up

Christmas Presents for Men

Man's Watch, richly engraved solid 14-karat gold hunting case, with antique pendant and large space for initials; Waltham, Elgin or Lambert works. A rich gift. \$37.50

NO CHARGE FOR ENGRAVING MONOGRAM. FOR PRICES OF OTHER WATCHES SEE CHRISTMAS BULLETIN IN THIS ADVERTISEMENT.

Gold Fobs in Prevailing Styles

A fit accompaniment for a Lambert Watch is a Lambert Solid Gold Fob. You will be pleased with those here pictured, as with any of their handsome companions in our show-cases.

Monogram fob; hand-carved from a massive piece of solid 14-karat gold; rose finish or polished and mounted on finest silk ribbon. Any initials desired made to order. \$22.50



All orders for engraving Christmas gifts must be placed early.

Scarf Pin of unique design, rose colored gold and rich enamel in striking combination. Fine diamond, 14-karat gold \$13.75

Solid Gold Scarf Pin, artistically hand carved and rose finished; diamond centre. Any man would appreciate this gift \$5.50

Rich, But Not Costly, Signets

A group of solid gold signet Rings, massive, rich, novel in design. Any one of them would shed honor on a Christmas giver's taste. None of them is costly, quality considered.

We engrave them free, asking only that the order be placed as early as possible.

Heavy Signet Ring of solid gold; beautiful design of striking originality; handsome rose finish \$5.50

Embossed design in heavy solid gold; highly polished finish; engraving free \$7.50

Solid 14-karat gold Roman Signet Ring; hand finished and rose colored; heavy and durable \$10.75

Female figure, hand-carved, heavy 14-karat gold; beautifully finished in rose gold; monograms free; an exceptional ring \$18.00

Massive Signet Ring of solid 14-karat gold; artistic scroll, carved and pierced on sides; rich rose finish \$20.00

Man's Sardonyx Ring, of solid gold; fine Egyptian scarab; ring carved on top and sides; artistically rose finished \$6.75

Ask for a
Copy of Our
Catalog.

LAMBERT BROTHERS

Third Ave., Cor. 58th Street

Store Open Saturday Night Until 10, and Every Night Until Christmas